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IMPLEMENTATION OF INVESTMENT PROJECTS – THE KEY TO THE REVIVAL OF THE REGION

In connection with Ukraine's participation in global market economic interactions, it is necessary to solve new tasks related to the economic development of the country's regions and the national economy as a whole. A key prerequisite for structural reform is direct state influence on the volume and pace of economic investment processes. It is he, first of all, who contributes to the achievement and maintenance of stable rates of economic growth of the country.

A carefully prepared document called an investment project contains the most detailed justification and description of all elements of a potential investment. In this sense, the project is a written investment strategy.

The investment project provides a set of measures that the investor carries out in order to implement his plan of capital increase. The investor's actions should be optimal for achieving the set goals with limited time, financial and material resources.

A region's competitiveness is determined by how attractive it is as a place for foreign direct investment. It depends on a number of aspects of a favorable business and entrepreneurial climate. Among the main ones are legal factors, which include legal requirements, permitting procedures and security.

Technological drivers include transportation, roads, manufacturing, utility infrastructure, communications, telecommunications, research, and science. Commercial involves the presence of a distribution network, customization, reactivity, location and cost. Attitudes, behavior, customs, and societal standards are sociocultural variables Careful research, selection of the best investment options and optimization of their financial support - all this should become the basis for local authorities to make decisions on the use of funds for investment activities. It is recommended to conduct this type of investment research using the process of creating investment projects and business plans. To do this, it is recommended to follow the Methodological recommendations for

developing a business plan of enterprises, approved by Order No. 290 of September 6, 2006 of the Ministry of Economy of Ukraine.

Local governments must support the implementation of investment projects, compete for capital investment and employment opportunities, and use community resources to gain competitive advantages. To be able to respond to the challenges of the global economy, it is necessary to create and maintain institutions that encourage the use of intellectual potential, continuous modernization and innovation.

In recent years, the flow of external financial resources to the local economy has been insufficient. Therefore, the problem of increasing the investment attractiveness of the cities of the region and drawing investors' attention to it is the most urgent. A professional approach and systematic activities to attract investments are necessary for a comfortable business climate and the creation of attractive conditions for investors.

Currently, there are a number of initiatives that local authorities consider promising. The creation of a very important program for the Southern region for the repair and reconstruction of highways, clearing them of large-sized vehicles, is relevant today.

Most enterprises do not export much, and representatives of small businesses are completely focused on domestic and intra-regional markets. Therefore, it is advisable to initiate an increase in sales of goods, services and products, as well as to update or expand your capabilities to increase your own activity.

Among the promising projects are the development of balneological centers, suburban multicultural complexes, wholesale and retail markets, marketing centers for the logistics of agricultural products. Example,

As an example, the investment project "Construction of a balneological center at well No. 6 "Therapeutic Geyser" provides for the creation of a medical and health zone using available natural resources and the surrounding landscape by building a recreation center, provides balneotherapy and benefits the health of vacationers. The geyser is located in the town of Obloy, Kherson Region, on the territory of the Black Sea State Reserve. Implementation of the project will contribute to the development of the tourism and health care industries. The implementation of the project of the rural multicultural complex "Tea silence" in the village of Ivanivka of the Holoprystan district creates ideal conditions for healthy recreation. This complex is intended for those who value their health and seek to get the most from sea and pine air, sun, hot sands, healing mud and clay, medicinal plants and other local natural procedures. People get the opportunity to enjoy the taste of tea and the aesthetics of tea rituals of many nations.

In addition to ensuring the storage and sale of agricultural products to the local population and on domestic markets, the creation of wholesale and retail markets of the logistics marketing center of agricultural products will contribute to the formation of an effective market mechanism of mutual interest of the producer, intermediary and consumer. Conducting wholesale and retail trade, assembly of agricultural products from regional producers, their storage, sorting, packaging and assembly into product batches will facilitate further delivery to the logistics warehouses of significant trade networks, for export and to the processing industry.

Nowadays, it is quite difficult to develop ideal and successful models of parks. The creation of the latest models of the park environment is one of the most important preparatory works in order to understand how to develop and improve the park activity at the modern stage. The southern region has the highest prevalence of green tourism, as evidenced by the analysis of the markets for the implementation of this type of service. Thanks to the development of rural green tourism, the material well-being of rural residents improves, employment issues are partially resolved.

The purpose of marketing activity, creative management activity, is to expand the market for goods, services and labor force by determining the needs of consumers and further actions to meet these requirements.

The use of mass media, such as newspaper and Internet advertising, flyers, and other forms of public outreach, is essential to attract a larger audience of visitors.

A territorial community falls far behind when it is unable to attract and effectively use external capital, information and knowledge. The backwardness of depressed places in modern society is repeated everywhere, and the distance between them and competitive territories in terms of gross product per capita, employment, average wages and welfare of the population is increasing.

Thus, communities with developed creative "educated" factors—intelligence, invention, information, cooperation, networks, and social capital—have a chance to become leaders. They will be able to position themselves in relation to other cities and territories and gain unique competitive advantages in attracting the largest investments thanks to the specified local advantages.

In turn, the implementation of investment projects (provided that there is an inflow of direct foreign investment) will ensure the creation of innovative enterprises with high added value. The result of production will be mainly export-oriented products, new, qualified management skills will be acquired, infrastructure will improve, thanks to which integration into the world economy will take place.

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ФІНАНСОВА СТІЙКІСТЬ ЯК ОСНОВА ОЦІНКИ ФІНАНСОВОГО ПОТЕНЦІАЛУ ПІДПРИЄМСТВА

Однією з головних характеристик фінансового потенціалу підприємства є його фінансова стійкість. Фінансова стійкість підприємства – це здатність економічного суб'єкту функціонувати і розвиватися, зберігати рівновагу своїх активів і пасивів у мінливому